

Marcelo Ceryno Plaza

Sales, Channels & AI-Driven IT Consultant • Campinas, SP, Brazil

I connect enterprise buyers, partners, and modern AI stacks—turning complex tech into outcomes people can feel.

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PROFESSIONAL SUMMARY

Profile: Sales and marketing leader with 30+ years in enterprise IT across hardware, software, and services. I specialize in partner/channel growth, enterprise accounts, and solution advisory for financial services—now blending that go-to-market depth with **data, AI, and automation** to deliver pragmatic wins.

Strengths: Partner and account management, pipeline creation, financial and pricing analysis, team leadership, and translating complex technology into clear, confident decisions for executives and legal stakeholders.

Languages: Portuguese (native), English (fluent), Spanish (fluent)

CORE COMPETENCIES

Go-to-market

- **Channels:** Partner development, value-added resellers, co-marketing funds
- **Enterprise sales:** Financial sector focus, C-level orchestration, complex deals
- **Forecasting:** Pipeline, campaign planning, coverage modeling

Data & AI

- **Analytics:** Data analysis with Python, Pandas, NumPy, visualization
- **LLMs:** Prompt engineering, local and API models, RAG, agents
- **Workflows:** n8n automations, AI toolchains, evaluation loops

Enterprise IT

- **Infra:** Docker, VPS, networking (VPN, LDAP), email & archiving
- **Apps:** WordPress, CRM ecosystems, data warehouse integration
- **Security:** IT forensics support, risk analysis platforms

TECHNICAL STACK

Languages & frameworks

JavaScript

Python

Next.js

React

HTML

CSS

Prisma

AI & ML

Prompt engineering

LangChain

LlamaIndex

RAG

AI agents

Local LLM

OpenAI

Mistral

Llama

Ollama

OpenWebUI

ComfyUI

Stable Diffusion

Flux

TensorFlow

Scikit-learn

Matplotlib

Jupyter

Automation & integration

n8n

APIs

Webhooks

ETL

CRM

Data warehouse

Data & storage

PostgreSQL

MySQL

SQL

Dev & ops

Docker

VPS

Git

GitHub

VS Code

Web & growth

PROFESSIONAL EXPERIENCE

IT Forensics Specialist — Self-employed

2017–Present

- **Court expertise:** Delivered IT forensic and security consulting as a court-appointed expert for legal cases involving data, systems, and digital evidence.
- **Clarity for decisions:** Produced structured findings and reports that translate technical complexity into defensible, non-ambiguous insights.
- **Risk & controls:** Guided counsel and stakeholders on controls, retention, and chain-of-custody considerations.

IT Consultant — Self-employed

2008–2017

- **Strategic advisory:** Led assessments and roadmaps for infrastructure, integration, and modernization initiatives.
- **Solution design:** Connected vendor ecosystems, channels, and delivery partners to de-risk implementation.
- **Value focus:** Linked technology decisions to financial and operational outcomes for executives.

Partner Business Manager — HP Brazil

2006–2008

- **Channel growth:** Managed partner portfolios across value-added channels, aligning targets, enablement, and incentives.
- **Planning:** Orchestrated campaign planning, forecasting, and MDF/co-funding to drive pipeline coverage.
- **Scale:** Supported partners across different stages of maturity to accelerate solution attach.

Account Executive — HP Brazil

2005–2006

- **Enterprise sales:** Sold hardware and software solutions to financial services clients, coordinating pre-sales and delivery.
- **Solution mapping:** Matched workloads and SLAs with infrastructure capabilities and licensing models.

Account Manager — Sun Microsystems Brazil

1997–2004

- **Territory leadership:** Managed financial industry accounts and regional territories with a channel-led motion.
- **Key logos:** Banco do Brasil, Banco Itaú, Santander, Bradesco, Bovespa, BMF.
- **Channel orchestration:** Coordinated partners to deliver customized client solutions.

Sales Roles — IBM Brazil Ltd.

1990–1997

- **Enterprise focus:** Targeted large financial clients with solution-led selling.
- **Executive relationships:** Cultivated C-suite and senior stakeholder alignment to advance adoption.

SELECTED CAPABILITIES WITH MODERN AI

Automation & agents

- **Orchestration:** Build n8n workflows that blend APIs, webhooks, and LLM steps.
- **Agents:** Prototype task-oriented agents with tool-use, memory, and guardrails.
- **Evaluation:** Set up prompt iteration and output scoring loops.

RAG & retrieval

- **Pipelines:** Construct RAG flows with chunking, embeddings, and re-ranking.
- **Frameworks:** Use LangChain and LlamaIndex with local or API models.
- **Docs & data:** Ingest PDFs, HTML, and databases with metadata strategies.

Local & cloud models

- **Local stacks:** Run models through Ollama and OpenWebUI with Docker.
- **APIs:** Integrate OpenAI, Mistral, and Llama endpoints with fallbacks.
- **Image:** Pipeline text-to-image via Stable Diffusion and ComfyUI; explore Flux.

Web & growth

- **Next.js:** Build SEO-aware sites using SSR/ISR and API routes.
- **WordPress:** Implement themes, performance tweaks, and content workflows.

- **Analytics:** Track funnels and queries to inform content and automation.

EDUCATION & CERTIFICATIONS

- **IBM Data Science Professional Certificate:** IBM (Online), 2023
- **Bachelor's in Systems Analysis:** PUCC Campinas, Brazil (1984–1988)

CONTACT

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Available for consulting, fractional leadership, and hands-on build engagements.